

In the Claims:

Please amend claims 1, 5, 19, 20, 21, 22, 24, 27, 29, and 30, and cancel claims 4 and 28, as follows:

1. **(Currently Amended)** One or more computer-readable media comprising computer-executable instructions for performing the following to achieve automated provisioning for a mobile wireless device in a wireless communications network support system: receiving an indication of one or more subscriber-desired services, wherein the subscriber-desired services are selected by the subscriber via an electronic user interface, wherein the electronic user interface comprises a user interface presented by the mobile wireless device;

translating the indication of the subscriber-desired services into associated provisioning directives; and

sending the associated provisioning directives to provisioning elements within the wireless communications network support system to achieve provisioning for the subscriber-desired services.

2. **(Original)** The one or more computer-readable media of claim 1 wherein the electronic user interface comprises a web browsing user interface.

3. **(Original)** The one or more computer-readable media of claim 1 wherein a wireless communication network is supported by the wireless communications network support system; and

the associated provisioning directives are sent to provisioning elements behind the wireless communication network from the perspective of the mobile wireless device.

4. **(Canceled)**

5. **(Currently Amended)** The one or more computer-readable media of claim [[4]] 1 wherein the mobile wireless device is unactivated.

6. **(Original)** The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise an enhanced service.

7. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise a ring tone feature.

8. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise enrolling in a transactional electronic payment system for premium services.

9. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise subscribing to an online office.

10. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise subscribing to an image center.

11. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise game functionality.

12. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise text messaging functionality.

13. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise unified messaging functionality.

14. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise subscribing to a subscription-based assistance program.

15. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise purchasing equipment insurance.

16. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise enrolling in a mobile to mobile minutes plan.

17. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprise voice activated dialing.

18. (Original) The one or more computer-readable media of claim 1 wherein the subscriber-desired services comprises purchasing accessories.

19. **(Currently Amended)** A method of automated provisioning for a mobile wireless device in a wireless communications network support system, the method comprising:
receiving an indication of one or more subscriber-desired services, wherein the subscriber-desired services are selected by the subscriber via an electronic user interface, wherein the electronic user interface comprises a user interface presented by the mobile wireless device;

translating the indication of the subscriber-desired services into associated provisioning directives; and

sending the associated provisioning directives to provisioning elements within the wireless communications network support system to achieve provisioning for the subscriber-desired services.

20. **(Currently Amended)** An automated activation and provisioning server computer system for achieving automated activation and provisioning for a mobile wireless device in a wireless communications network support system, the server computer system comprising:

a translation engine operable to translate indications of one or more subscriber-desired services into associated provisioning directives, wherein the indications of the one or more subscriber-desired services are received by the server computer system from the mobile wireless device; and

a real time provisioning engine operable to send the associated provisioning directives within the wireless communications network support system, the real time provisioning engine being operable to thereby achieve automated provisioning for the one or more subscriber-desired services.

21. **(Currently Amended)** An automated activation and provisioning system for achieving automated activation and provisioning for a mobile wireless device in a wireless communications network support system, the system comprising:

means for receiving communications from a wired web whereby a subscriber can select desired services via a web interface;

means for receiving communications from ~~[[a]]~~ the mobile wireless device whereby a subscriber can select desired services via a user interface of the mobile wireless device; and

means for translating the desired services into associated provisioning directives, wherein the means for translating is shared by the means for receiving communications from the wired web and the means for receiving communications from ~~[[a]]~~ the mobile wireless device.

22. **(Currently Amended)** One or more computer-readable media comprising instructions for performing the following to activate an unactivated mobile wireless device:

receiving from a user of the unactivated mobile wireless device via a user interface presented by the unactivated mobile wireless device an indication of services desired by the user;

translating the indication into provisioning directives operable to provision the services; and

sending the provisioning directive to ~~provisioning~~ provision the services.

23. **(Original)** A method of activating an unactivated mobile wireless device, the method comprising:

establishing a connection between the unactivated mobile wireless device and a user interface generator operable to receive from the unactivated mobile wireless device an indication of services desired;

in software, translating the indication of services desired to appropriate provisioning directives; and

sending the provisioning directives to appropriate elements within a mobile wireless network support system to effect automated activation and provisioning for the unactivated mobile wireless device.

24. **(Currently Amended)** ~~[[An]]~~ A method of distributing a mobile wireless device, the method comprising:

placing indicia of information for activating the mobile wireless device with a

distribution package comprising the mobile wireless device; and
upon receipt of the indicia in an automated system, activating the mobile wireless device;
wherein receipt of the indicia can be achieved via a web browser interface or via a user interface of the mobile wireless device.

25. (Original) The method of claim 24 wherein the indicia is associated with a distributor, the method further comprising:
upon receipt of the indicia, recording an indication that a commission is to be paid to the distributor.

26. (Original) The method of claim 24 wherein receipt of the indicia comprises receipt of the indicia by a computer system sharing a translation engine operable to translate one or more user-desired services to associated provisioning directives between communications from both web browsing users and users operating a user interface of a mobile wireless device.

27. **(Currently Amended)** In an unactivated mobile wireless device, a method of connecting to a server computer to activate the unactivated mobile wireless device, the method comprising:
connecting to a gateway operable to forward communication to the server computer;
accepting input from a user of the unactivated mobile wireless device, via an electronic user interface presented by the unactivated mobile wireless device, specifying one or more selected service options related to activation; and
forwarding the input to the server via the gateway to effect activation and provisioning of the unactivated mobile wireless device with the selected service options.

28. **(Canceled)**

29. **(Currently Amended)** A method of receiving activation directives to activate a mobile wireless device in an automatic activation system, the method comprising:
in the system, receiving at least one directive originating from actions by a user of [[a]] the mobile wireless device via the mobile wireless device; and
in the system, receiving at least one directive originating from a non-wireless web browser system.

30. **(Currently Amended)** A method of receiving activation directives in an automatic activation system, the method comprising:
presenting a series of user interfaces at a wireless mobile device to receive user selections for completing activation of the wireless mobile device; and
receiving user selections via the user interfaces at the wireless mobile device;
wherein the user interfaces comprise a user interface for selecting voice services.

31. (Original) The method of claim 30 wherein the user interfaces comprise a user interface for subscribing to a digital cash service.

32. (Original) The method of claim 30 wherein the user interfaces comprise a user interface for purchasing accessories for the digital mobile device.

33. (Original) The method of claim 30 wherein the user interfaces comprise a user interface for subscribing to an instant messaging service.

34. (Original) An unactivated mobile wireless device kit comprising:
an unactivated mobile wireless device; and
indicia of data operable for activating the device via the device itself when the data is provided to an activation server via the device and operable for activating the device via a wired web session when the data is provided to the activation server via the wired web session.